LEO BURNETT USA

AD#683-A3 REQUIRED: "MISSOURI BLACK EXPO BOP" 4/5" B/W BOP (13" x 10-1/2"), 1996

Club

BENSON & HEDGES

and

Missouri Black Expo

Present

The Isley Brothers

The Whispers

112

Kiel Center

Saturday, August 17, 1996

8 p.m.

Admission: $10 & $15

All seats reserved

Tickets now on sale at
all Capital Tickets outlets

To charge by phone, call
"Dial Tix" at (314)968-1900

For information, call (314)622-5400

Artists subject to change without notice

Presented by
Benson & Hedges
Menthol Cigarettes

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

10.5"

13"

LEO BURNETT JOB INFORMATION

PRINT

Ad No. 683-A3

Proj. No. M4868L

Brand Benson & Hedges

Product Menthol

Title Club BH Guest Rip

Media Magazines

Description Missouri Black Expo

Area 137 sq. in.

Print Deliver Comm Date 7/15/96

Warranty Exh. 4

Title Date 10 PM

APPROVALS

Print Service AK 7/10/96

Agency Legal

Client Service

Brand

PM Legal

PM Legal Changes/Comments Date

Agency Legal

Scale: 1" = 1"
Trim: 13 x 10.5 inches
Area (Trim): 136.5 square inches

CAPIS

Exhibit 4

Source: https://www.industrydocuments.ucsf.edu/docs/pxdp0003